

## **Annotation**

This Bachelor Thesis "Media image of the 2019 FIBA Basketball World Cup in CT Sport" deals with the overall concept of championship, that took place in China, and its presentation in CT Sport. The goal of this thesis is detailed analysis of television broadcasts and the work of moderators, reporters and commentators.

The theoretical part defines the news values, concept of agenda-setting, framing and also insight into patriotism and mythology. There is description of the Czechoslovak history and Czech basketball, furthermore the first live stream and the process of basketball broadcasting in Czech television. This basketball broadcast is being explored using qualitative content analysis.

The results of the analysis describe the media image of the Basketball World Cup, how the pre-game studios took place, how much space was given to reports and interviews, and what was the role of commentators.